



Palm Valley Community Association Communication/PR/ Marketing Committee
Meeting notes Wednesday February 17th, 2016: Next meeting date TBD

Attendees: Frank Eckstein, Greg Leonard, Diane Tatum, Deborah Lamir, Mary McAuliffe, and guest Deb Chapin representing the Greenway Project

- Finalize the Welcome Packet items decided for the mailer from the last meeting to be sent to new neighbors in Palm Valley.

We reviewed the introduction note and the history recap and decided we needed some additional information on the history recap, to bring it up to date. GREG will provide to Deborah some additional commentary. Frank made contact with Jack McCarthy who will provide on monthly basis new residents in the Greater Palm Valley area. Deborah and Frank still need to come up with a sticker to be used on the envelopes.

- Review membership drive results; determine what else we might do for this year.

The membership drive has been successful so far, but we want more, so we discussed other opportunities. One identified last night was the sign ups for 2016 of folks who were members in 2015. We determined we have a good amount that hasn't paid their dues for 2016. Frank will discuss the topic with Ethel and do an analysis of the 2015 members vs. the 2016 membership and identify the ones we need to talk to. There was a thought that because we don't have an actual expiration process, people may not realize they need to sign up annually.

- Review Greenway project and determine how we can help the effort

Deb Chapin, who is leading the committee working on the PVCA Greenway project, presented to us what she is saying to community members about the project via a presentation the committee has put together. The committees made some suggestions to help the impact the presentation makes, and clear up any confusion some folks may have had about what it is. We also suggested that after some revisions we establish a page on the PVCA website for the project to allow those visitors to understand the plans and how they may be able to help. Deborah will handle that. Perhaps a Facebook page would be applicable as well.

- PVCA logo discussion

Due to the time we didn't discuss this topic tonight.

- Plan the communication activities around a wine and cheese event for the board members of the HOA's in our area that we want to enhance communication efforts with.

We reviewed the communication that several of the committee members has been working on regarding a meet and greet event between the PVCA Board and Committee Chairpersons and members of the boards of a number of homeowners associations in the area. The document was finalized with some adjustments, and the committee discussed the timing of the event. After some discussion and looking at the calendar to avoid school break timeframes the group thought the second week of April might work the best. The group also felt it would be a weekday evening event. The PVCA board will make the final determination.

We reviewed a list of homeowner's associations, 12, where we had some contact information for the Presidents thru email.

- Discuss Piano Project support requirements as are necessary

No further information was available for the topic so we had no discussion.